



METRO REPORT

February 1997

Volume IV Issue II

WE'RE NUMBER 1!!!

All New York Metro Region Personnel

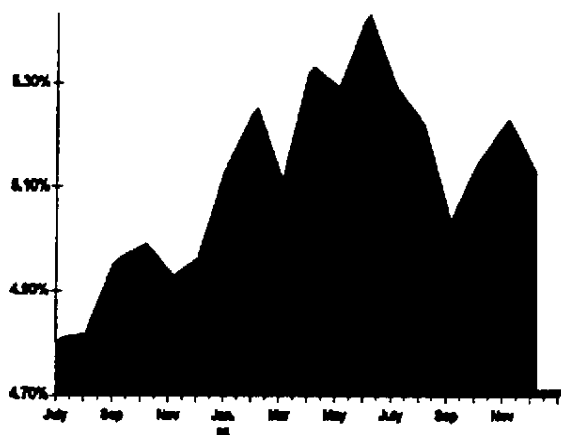
We as a region have just finished an absolutely outstanding year in terms of true measurable results. With the December numbers that just came in, the region was:

- #1 Nationally on our Salem Share Objective**
- #1 Nationally on our Winston Share Objective**
- #1 Nationally on our Total Full Price Share Objective**

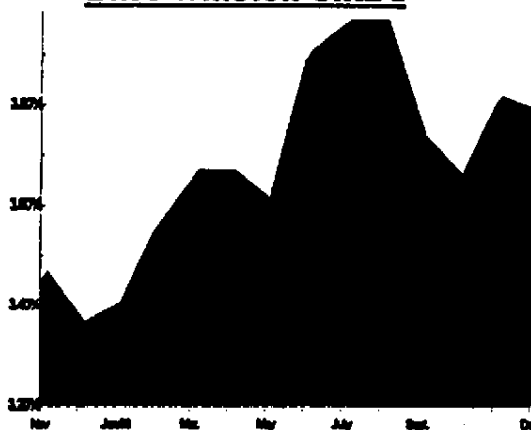
We not only stopped the slow steady share decline that we've experienced on our two largest brands (Winston and Salem), but both brands actually grew especially the Salem brand family.

With the "New" Salem Reintroduction plan scheduled for May and the "New" Natural Winston Repositioning plan scheduled for early summer, we're set-up for another outstanding year in the New York Metro Region.

Salem Share



Base Winston Share



Congratulations on a job extremely well done!

Mark Young

51842 4312

SAY WHAT??

Tips on Listening Skills

Using restatement and checking questions are two skills that can help you become a more active listener. These skills help you maintain your focus on the other person instead of becoming inwardly focused on your next questions. They also help you clarify and confirm your understanding of what you hear others saying.

Restatement

The restatement technique is used to paraphrase your understanding of what the speaker has said. It gives you an opportunity to summarize briefly and check your understanding by asking the other person, "Is this correct?" Restatements often begin with phrases such as:

- "In other words, you're saying that..."
- "If I've heard you correctly, you're saying that..."
- "So what you're saying is..."
- "What you mean, then, is that..."

Checking Questions

Checking questions are used

Restatements are used to paraphrase your understanding of what the speaker has said. i.e. "If I've heard you correctly, you're saying that..."

throughout discussions to determine whether your understanding of the other person's situation is accurate. Checking questions often follow a restatement. Examples of checking questions include:

- "Is it fair to assume that you really need...?"
- "So increasing brand sales is a primary objective-is that correct?"
- "Did you say promotion costs will be...?"

"Today's Conquest, is Tomorrow's Profits & Future" - CD



1222 - Richard Wendelken Territory Rep

We had 3 stores in my assignment where we had no presence, no display, no distribution, and no chance! My presentations were accepted over previous objections and at each of these stores RJR now has the BIGGEST, BEST, AND LOWEST PAYING DISPLAYS. Each store has also accepted Camel Menthol, I am really proud of what we have accomplished at these locations.

1223 - Ron Segelke Sales Rep

Empire Minimart chain, (7) eliminated PM from chain thru presentation of new contracts with elements as follows:

Overhead Package fixtures
70 contracted pack facings (Avg)
From 3 up to 5 foot prints
SS cartons where applicable
Ongoing floor & counter temp displays

1223 - Joe Connolly Sales Rep

8 months ago AZ> Citgo was a low vol. gas/conv. store located across the street from a 525cpw Texaco S/S. Both stores had PM displays exclusively, only the Texaco was signed under PM's exclusive contract. The Mgr. of the Texaco was very happy w/ PM & would never talk to me about how I thought RJR could improve his business. The Citgo store wanted to build his business so I decided to spend my energy on that store. I talked him into expanding his counter to include all the cig. companies on it. Today this store has more than doubled its vol. from 45cpw to 127cpw. RJR has gone from selling 6cpw to 17cpw & the owner thanks me every time I walk in his door. (Oh yeah, although the Texaco is still exclusive, their vol. has dropped to 445cpw and the Mgr. is now talking to me!)

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The Art of Personal Efficiency

To manage others successfully, a man must first manage himself. Personal efficiency is creative self-management. It is not getting ahead of others, but getting ahead of yourself.

It is having the drive to get started on the task at hand. "Life leaps like a geyser," wrote Alexis Carrel, "for those who drill through the rock of inertia."

It is experimenting to find the best, easiest and quickest ways of getting things done.

It is putting first things first, doing one thing at a time and developing the art of intensive concentration.

It is breaking big tasks down into their smaller parts, simplifying the complex, finishing the big job one step at a time.

It is not being a slave to system but making system a slave to you.

It is making notes and letting pencil and paper remember for you.

It is using Kipling's "six honest serving men"—What and Why and When and How and Who and Where.

It is building the efficient mentality of balance, perception,

organization, ability and stamina.

It is seeking the counsel of wise men in person and through their writings and using their wisdom and experience to help you to live efficiently.

It is weaving the cables of constructive habit so that right action will become automatic. In sport and in business, good habits mark the champion.

It is having a goal and mapping out a personal program of how to reach it.

It is setting up personal incentives - promising yourself rewards for work completed.

It is guiding your life instead of drifting.

It is organizing your personal life for efficient living in all the important areas: work, play, love and worship.

It is making time live for you by making the most of every minute.

Computer Password Protection

RJR employees need to protect company information and computer passwords. While users are forced to change passwords every 90 days, Information Resources encourages more frequent updates for additional security. Changing your password frequently is only a part of the information protection process. Users must use passwords that are difficult to guess.

Bad passwords are easy to guess as per the examples listed below:

- Your Logon ID
- Family Names (especially yours)
- Common Words (e.g., Pencil)
- Regional and Product Names such as RJR, CAMEL, WINSTON, etc.)

Passwords made of letters, numbers and symbols are hard to guess as per the examples listed below

- Zooloat
- Sun\$moo3
- Tree*fish
- Gho3st



Simplified tax form:

How much money did you make last year? Mail it in.

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Field Sales Safety Update

Home Office continues to provide information to Field Sales on reducing car accidents and other types of accidents. Besides cars, other sources of accidents include:

- Back injuries which account for 25% of all injuries.
- Slips, trips and falls account for 30% of all injuries.

Most of the people getting injured are newly hired employees:

- 52% of all accidents involve people with less than one year's experience.
- 60% of accidents where people lose time from work involved employees with less than one year's experience.

Safety Reminder: Stay alert! Icy conditions also cause slips and falls as well as driving hazards.

ROU Program Contact: David Taylor, extension #4183

Trivia Question of the Month:

Name the cartoon character whose distinctive five-note laugh was the basis of a hit novelty song of the 1940's.

(look for the answer in next months issue)

JERSEY BOY SIGNS LIFE AWAY

On Feb. 1, 1997, Janice Rasp finally got Kevin Kroll to admit that he can't live without her. He has signed a contract stating that if Janice promises a speedy recovery he will abide by the following:

1. I will not screen my phone calls at home
2. I will listen to your V.M. messages before pressing #2.
3. I will let you eat lunch when we work together.
4. I will stop calling you Mom.
5. I will not show anyone the picture.

GET WELL SOON JANICE!

(REMEMBER KEVIN, WE'RE WATCHING!)

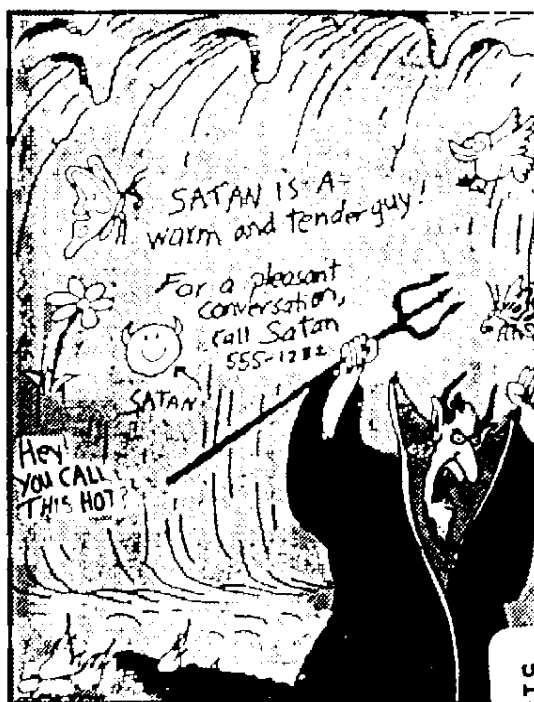
CONGRATULATIONS

Brad Cosgrove a Sales Rep in 1222 - Yonkers Division has been accepted to the University of Connecticut's Bachelor of General Studies Program with a cumulative 3.29 GPA.

REMINDER:

Please mail me the signed copy of your Final Contract Pay Register

--Debbi
79510



Graffiti in hell

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